FAX

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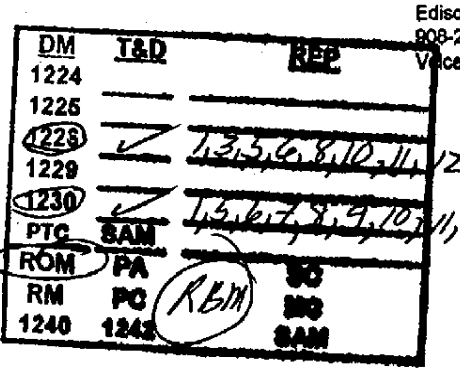

February 13, 1995

To: F. E. Cook
G. P. Mitchell
F. J. DeJong

Subject: Quick Chek Food Stores (0919-00-00)

IMPORTANT: Co-Marketing Program Change (s)

Gentlemen:

There have been changes relative to the Co-Marketing Program recently sent to your offices (WINSTON $ .34 off per pack February 18-March 31). Listed below are important changes:

① **Date Change**: March 4 -31

② **Program Change** Straight buy down of $ .34 per pack on all WINSTON Brand Styles in stores at all price levels

③ **Advertising** In addition to making special price starbursts to be sent to stores, Quick Chek will send a supply for use by your Sales Representatives. These starbursts should be placed on a corner of the PCD top sign (FP Display).

Important: WINSTON should be placed in the top section of those PCD's where it currently is in the second section. This change in planogram is only for the month of March.

As soon as advertising (starbursts) is available I will forward to your offices.

Attached is a breakdown of Quick Chek stores and the various pricing zones. Please ensure that your people use this as they contact stores to place signage.

Regards,
Nick
G. N. Kuruc, Jr.
Attachment

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Source: https://www.industrydocuments.ucsf.edu/docs/nlxn0000

CIGARETTE ZONE PRICING

AS OF FEBRUARY 4, 1995

ZONE	FULL MAR PACK	MARLBORO	2-PACK	EACH WHEN YOU BUY 2PKS	CARTON	1/2 CART	LOW COST PACK	LOW COST CARTON	COURIER PACK	COURIER MULTI	COURIER CARTON
1	1.79	1.79	---	---	17.89	8.89	1.55	14.99	1.29	4/$5	11.99
2	2.19	1.89	3.78	1.89	17.99	9.09	1.65	14.99	1.29	4/$5	11.99
3	1.89	1.89	---	---	17.99	9.09	1.65	14.99	1.29	4/$5	11.99
4	2.19	1.85	3.70	1.85	17.99	9.09	1.65	14.99	1.29	4/$5	11.99
5	1.89*	1.79*	---	---	17.89*	8.89*	1.60	14.99	1.29	4/$5	11.99
6	1.85	1.85	---	---	17.99	9.09	1.60	14.99	1.29	4/$5	11.99
7	1.85	1.85	---	---	17.99	9.09	1.60	14.99	1.29	4/$5	11.99

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STORE PLACEMENT
CIGARETTE ZONES

AS OF 2/04/95

DISTRICT	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7
2				7, 8, 24, 50, 57, 60, 99			58*
5	13			4, 27, 86, 110			35
6			123	10, 20, 120, 121, 133	81		103
8				117, 132	97, 124		49, 119, 135
11	19, 111 71, 100	26, 29, 33, 39, 95					
14		25, 104		82, 114	116, 113, 112		102
1	1	130	12,129	2, 76, 105, 126		130	1, 3
3				32, 42, 37, 52, 70			56
4	80, 87 84		31	21, 28, 53, 83, 91, 92, 93, 128	46		66
7			23	43, 122	16, 18		68, 6
9	17		115	11, 78		48, 131	41
10				9, 85, 106			22, 74, 89, 136, 137

* - eff 1/28/95

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